

Headline Construction In @Jakarta.Keras Instagram Account: Systemic Functional Linguistics Approach

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Abstract

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This study analyzed how the Instagram account *@jakarta.keras* constructed its news headlines through a system of transitivity within the framework of Systemic Functional Linguistics (SFL) proposed by Halliday and Matthiessen (2014). Using a qualitative descriptive method, fifty news headlines were collected and analyzed to identify six types of processes: material, mental, relational, verbal, behavioral, and existential. The results show that material processes dominate (50%) with an emphasis on concrete actions and real events, followed by relational (18.48%), mental (17.39%), verbal (11.96%), and existential (2.17%) processes, with no behavioral processes found. This dominance indicates that *@jakarta.keras* tends to frame social reality through action-oriented narratives that highlight specific events and figures. Mental and relational processes contribute to the formation of emotional engagement and social judgment, while verbal and existential processes strengthen credibility and the discovery of new things. Overall, this study found that language in digital news headlines not only functions as a means of conveying information, but also as a strategic tool in constructing meaning and ideology.

Kata Kunci:

*Judul Berita,
@jakarta.keras,
Analisis Transitivitas,
SFL Halliday*

Abstrak

Penelitian ini meneliti bagaimana akun Instagram *@jakarta.keras* membangun judul beritanya melalui sistem transitivitas dalam kerangka Systemic Functional Linguistics (SFL) yang dikemukakan oleh Halliday dan Matthiessen (2014). Dengan menggunakan metode deskriptif kualitatif, lima puluh judul berita dikumpulkan dan dianalisis untuk mengidentifikasi enam jenis proses: material, mental, relasional, verbal, behavioral, dan eksistensial. Hasil penelitian menunjukkan bahwa proses material mendominasi (50%) dengan penekanan pada tindakan konkret dan peristiwa nyata, diikuti oleh proses relasional (18,48%), mental (17,39%), verbal (11,96%), dan eksistensial (2,17%), tanpa ditemukan proses

behavioral. Dominasi ini menunjukkan bahwa *@jakarta.keras* cenderung membungkai realitas sosial melalui narasi berorientasi tindakan yang menyoroti peristiwa dan tokoh tertentu. Proses mental dan relasional berkontribusi pada pembentukan keterlibatan emosional dan penilaian sosial, sementara proses verbal dan eksistensial memperkuat kredibilitas serta unsur penemuan hal-hal yang baru. Secara keseluruhan, penelitian ini menemukan bahwa bahasa dalam judul berita digital tidak hanya berfungsi sebagai sarana penyampaian informasi, tetapi juga sebagai alat strategis dalam membangun makna dan ideologi.

INTRODUCTION

In today's digital communication era, social media has become one of the most dominant platforms for obtaining news, both locally and internationally. This dominance is inseparable from ease of access, speed of information dissemination, and the high number of active users on various platforms. This situation is reflected in data written by (Tanjung, 2025) in Indonesiana, which notes that in 2024 there were around 191 million social media users in Indonesia, or around 73.7% of the total population. Most people use social media because it is practical for obtaining information, and Instagram has become one of the most frequently used media for distributing and obtaining information (Mutiah & Rafiq, 2021). Through a combination of images, captions, and news headlines, Instagram plays an important role in shaping how users understand and interpret current social issues. One example is an Instagram account called *@jakarta.keras*. As of October 2025, this account has reached approximately 5.9 million followers, indicating that many Instagram users rely on “*@jakarta.keras*” to access the latest information. This account is known for frequently posting viral content, the latest local news, and often using controversial headlines that can attract public attention in all circles. However, behind these controversial headlines lies a systematic and structured linguistic construction, whether intentional or not, which shapes the understanding of each reader. As a result, each reader will have their own understanding of the news posted by the account. Differences in understanding a piece of content often lead to differences of opinion among users. Each user then voices their own views

through the comments section. Indirectly, this interaction forms a community, which is one of the reasons why the account has millions of followers. Based on this, it can be seen that linguistic construction can, to a certain extent, influence the creation of linguistic meaning. This emphasizes the importance of analyzing how language functions in creating meaning in the context of social media platforms.

The urgency of this research arises because researchers have observed the phenomenon of how news headlines on social media, especially Instagram, shape the opinions and understanding of users. This is in line with Kietzmann's view, as cited in (Faulina et al., 2022), which states that one of the functions of social media is "sharing," namely the exchange of information between users themselves. News headlines on social media often prioritize viewership over neutrality. This is done by packaging factual data in sensational language. Such practices have the potential to change the way users interpret information and even to strengthen certain ideological positions. News headlines on social media often prioritize viewership over neutrality. This is done by packaging factual data with sensational language. Such practices have the potential to change users' perspectives in interpreting information and even reinforce certain ideological positions.

Based on Aviliani's statement in CNBC Indonesia (2023), "digital literacy in Indonesia is still uneven and even the lowest when compared to other countries in ASEAN." Thus, the influence of online news framing has become increasingly significant. Therefore, analyzing the construction of *@jakarta.keras* news headlines from a linguistic perspective is important to study because it allows us to understand how meaning is constructed systematically and how it affects readers' understanding.

In this study, the researcher used the Systemic Functional Linguistics (SFL) framework developed by Halliday & Matthiessen (2014). In SFL, one of the emphasized functions is the ideational function. Meanwhile, the ideational function emphasizes the transitivity system, where transitivity itself is a system that interprets human experiences through clauses manifested in various types of processes (Khalil et al., 2022). In other words, transitivity measures how processes are used in constructing a clause, one of which is constructing clauses in news

headlines on social media. By applying SFL, this study aims to examine how *@jakarta.keras* linguistically processes its news headlines to describe an event, convey views, and organize information.

According to Halliday and Matthiessen (2014), the transitivity system in Systemic Functional Linguistics (SFL) consists of six process types: material, behavioral, mental, verbal, relational, and existential. Each process type represents a different way of construing human experience. To complement this theory, (Eggins, 2004) elaborates that material processes represent actions and events, mental processes relate to cognition and perception, behavioral processes bridge physical and psychological actions, verbal processes involve acts of saying, relational processes express states of being or having, and existential processes represent the existence of something. These classifications provide the analytical foundation for this study in identifying how *@jakarta.keras* constructs meaning in its headlines.

The SFL approach has previously been applied by a number of researchers in analyzing linguistic patterns in media headlines. In the last five years, several previous studies using this approach have been conducted, including by Putri et al. (2021), who found material, relational, verbal, and mental processes in The Jakarta Post headlines. Meanwhile, in Channel News Asia headlines, only material and verbal processes were found. Material processes are used to describe how a party handles an issue, while verbal processes tend to be used to convey information.

Houssine (2022) shows that news headlines containing material processes can influence readers' emotions. Indirectly, this can evoke readers' sympathy for the objects affected by the actors' actions. Research conducted by Akindjeji Akinmusuyi (2023) also shows that The Punch and Nigerian Tribune predominantly use material processes in their reporting. Material processes in these media headlines are used to describe aggressive physical actions.

Meanwhile, Oktaviani (2024) found that material processes tend to dominate and serve to portray objects as passive victims. On the other hand, verbal processes are used to highlight influential figures and construct narratives through direct speech or indirect dialogue. Relational processes are often used to emphasize the

violence experienced by objects. This study also reveals that the headlines used by the media represent their respective narrative strategies and political interests. Research conducted by Muhammad (2024) also found that material processes are the most frequently used, followed by mental, verbal, and relational processes. However, the use of existential and behavioral processes is relatively limited compared to the others. These findings indicate that the dominance of material processes indicates that political discourse in Nigeria is essentially action-oriented, with a focus on the concrete actions of political figures.

Based on these previous findings, this study offers a new contribution by analyzing news headlines from the Instagram account *@jakarta.keras*. So far, this Instagram account has not been studied. Thus, this study fills a gap in media discourse research in Indonesia by examining the dominant patterns used to construct meaning and reveal the underlying ideology.

The selection of *@jakarta.keras* as the subject of this study was based on its distinctive linguistic style and widespread popularity among Instagram users in Indonesia. This account represents an online news media outlet that combines elements of entertainment. It also frequently uses informal diction to attract readers' attention. These patterns indicate a deliberate choice of diction in constructing meaning, making it suitable for study using the SFL approach. In addition, by studying *@jakarta.keras* headlines, we can see how discourse in online news media becomes an arena for ideological battles, where language is used as a “tool.”

Researchers also hypothesized that the headlines in *@jakarta.keras* were not randomly arranged. Instead, the headlines were structured using specific linguistic aspects. It was assumed that the choice of “process” in the headlines was deliberately arranged to construct a specific desired meaning.

Based on the phenomena described by the researcher, the researcher formulates the questions to be answered in this study. (1) What forms of linguistics realization are used in the *@jakarta.keras* news headlines? (2) How do these linguistic choices construct the meaning to express their ideology in the account? By examining these issues, this study contributes to how digital media language represents social reality.

Overall, this study has theoretical and practical significance. Theoretically, this study expands the application of SFL in digital discourse analysis, particularly Indonesian social media, which has been rarely studied. Practically, the findings of this study are expected to increase public awareness of how news headlines influence meaning formation and media literacy among Instagram users. These procedures were designed to answer the research question concerning how *@jakarta.keras* constructs meaning through process types. At the end, this study not only contributes to linguistic studies but also supports the development of more aware and discerning media readers in the digital age.

METHOD

This study uses a descriptive qualitative design based on the theoretical framework of Systemic Functional Linguistics (SFL). Qualitative research is a research method that emphasizes natural and in-depth observation and understanding, presented descriptively and interpreted comprehensively (Waruwu, 2024). The qualitative approach was chosen because it allows for in-depth exploration of the linguistic patterns found in the text without manipulating any variables. The data in this study are headlines collected from the official Instagram account of *@jakarta.keras*.

Data collection was conducted using the document study method. According to Zuana et al. (2021), a document study is a data collection method conducted by examining various types of documents, including writings, images, works of art, and electronic documents. These documents are then analyzed, compared, and combined to produce a systematic and integrated study. In this study, document study is a process of collecting data through all headlines on the *@jakarta.keras* Instagram account during the last four months (July–October 2025). This time frame was deliberately chosen to capture the latest linguistic trends and tendencies in headlines. Purposive sampling technique was also used to ensure that only relevant and analyzable data were used.

The selection criteria included that each title must contain at least one clause or group of verbs that indicate a process, represent various social topics, and be clearly distinguishable as a headline, not a caption or user comment. Once collected, each headline was transcribed and systematically coded (H01–H50), while screenshots of the original posts were saved as supporting evidence to enhance transparency. In total, fifty news headlines were collected and analyzed.

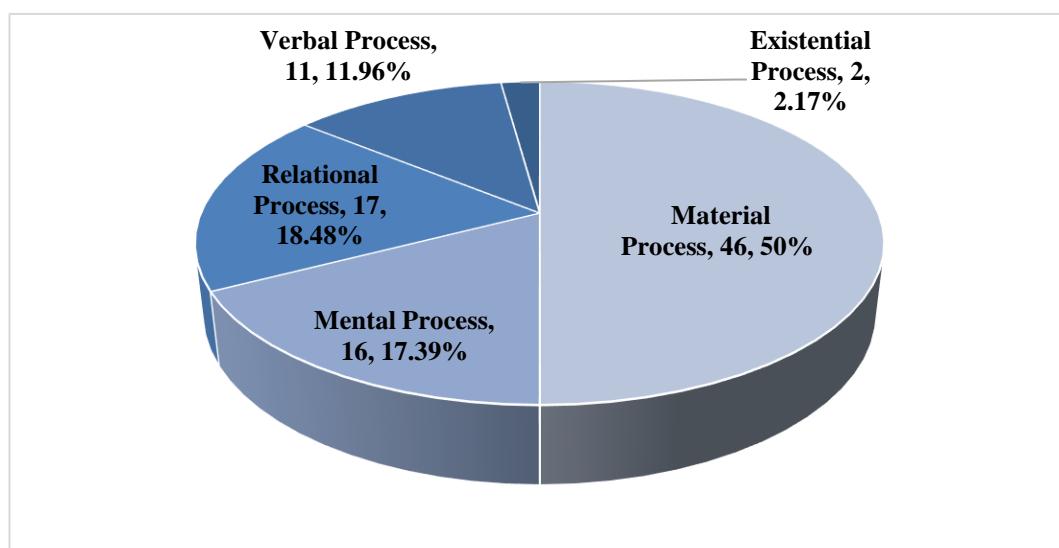
The analysis was conducted using the transitivity system in the ideational metafunction of SFL, especially analyzing types of processes used in *@jakarta.keras*' headlines. Then, each headline was carefully analyzed to identify the processes in the clause, and each identified process was categorized into one of six types of processes: material, mental, relational, verbal, behavioral, or existential. After classification, the data was arranged in a table showing the frequency of occurrence of each type of process. Next, the total occurrences of each process were counted across all headlines, allowing researchers to determine which types of processes appeared most and least frequently in the data set. This descriptive approach provides a clear picture of the dominant linguistic strategies used by *@jakarta.keras* in constructing its news discourse.

The analysis procedure follows the qualitative analysis model developed by Miles, Huberman, and Saldaña (2014), which consists of three main stages: data condensation, data presentation, and drawing conclusions. In the condensation stage, each clause is simplified and coded based on the type of process. The data presentation stage involves organizing and visualizing these classifications in representative chart form to facilitate pattern recognition. Finally, in the conclusion drawing stage, the dominant and minor types of processes are interpreted to explain how they contribute to the formation of meaning in *@jakarta.keras* headlines. Through this systematic process, this study aims not only to reveal the frequency distribution of each type of process, but also to explain how these linguistic choices reflect the worldview, attitudes, and ways in which *@jakarta.keras* represents the reality of news in the digital realm, especially on Instagram. These procedures were designed to answer the research question concerning how *@jakarta.keras* constructs meaning through process types.

FINDINGS AND DISCUSSIONS

In this section, the researcher presents the results of the transitivity process analysis found in fifty headlines from the `@jakarta.keras` Instagram account. This analysis focuses on the ideational function in Systemic Functional Linguistics (SFL) which is realized through the transitivity system, covering six types of processes: material, mental, relational, verbal, behavioral, and existential. The researchers visualize the results of this analysis in the form of a pie chart as follows:

Graph 1: Transitivity Process in `@jakarta.keras` Instagram Account



Based on the analysis conducted by the researcher, there were 92 transitivity processes found in all data. Of these, material processes dominated with 46 occurrences (50%), followed by relational processes with 17 occurrences (18.48%), mental processes with 16 occurrences (17.39%), 11 occurrences (11.96%) of verbal processes, 0 occurrence (0%) of behavioral process and 2 occurrences (2.17%) of existential processes. The material process appeared most frequently in the headlines of the `@jakarta.keras` account, which was 46 times, the existential process appeared least frequently in the headlines, only twice. Meanwhile, there was one process that never appeared at all in the headlines analyzed by the researchers, namely the behavioral process.

Material Process

Material process represents physical actions or real events that can be observed by readers. With 46 occurrences (50%), this type of process is the most dominant in @jakarta.keras headlines.

Representative example:

Momen bersejarah Putin dan Trump bertemu di Alaska.

Table 2: H26 Transitivity analysis

Circumstance (Temporal)	Participant (Actor)	Process (Material)	Circumstance (Place)
Momen bersejarah	Putin dan Trump	bertemu	di Alaska
Historical moment	Putin and Trump	meet	in Alaska

This clause represents actual actions. The process of “bertemu” signifies a clear factual event, in line with the nature of news that prioritizes visual appeal. Ideationally, the dominance of material processes shows that @jakarta.keras constructs social reality through actions and events. The choice of words that represent actions such as flying, attending, holding, and meeting shows that this account constructs its headlines into a social space filled with dramatic events, conflicts, actions of public and non-public figures, and social mobility.

Mental Process

Mental process expresses mental activities such as feelings, perceptions, or thoughts. Found in 16 instances (17.39%), this process ranks third after material and relational processes.

Representative example:

Menkeu Purbaya kaget sama cukai sebat yang capai 57 persen: Tinggi amat, firaun lu.

Table 3: H41 Transitivity analysis

Experiencer (Senser)	Process (Mental)	Phenomenon
Menkeu Purbaya	kaget	sama cukai sebat yang capai 57 persen
The finance minister Purbaya	is shocked	by the 57% cigarette tax

The word “kaget” indicates an emotional reaction to a particular situation. Headlines like this show how @jakarta.keras uses mental processes to evoke public emotion and spontaneous reactions to an issue. Ideationally, the use of mental

processes serves to create an emotional connection between readers and a figure or event. By emphasizing the aspect of “feelings,” this account makes an issue directly relatable to readers. In addition, it can also create a connection between the news presented and the readers themselves.

Relational Process

The relational process shows the relationship between the identities or attributes of two objects. With 17 occurrences (18.48%), this process is quite significant in creating the social image of an issue or problem.

Representative example:

Goks! Bocil ini punya kemampuan unik.

Table 4: H46 Transitivity analysis

Carrier	Process (Relational)	Attribute
Bocil ini	punya	kemampuan unik
This kid	has	a unique ability

The word “punya” indicates a relationship of ownership that represents the attributes of a figure. Through constructions such as this, *@jakarta.keras* constructs narratives that assess and categorize individuals, from ordinary netizens to public figures. Ideationally, relational processes play a role in shaping the identities of individuals and groups. Thus, headlines not only inform, but also assign social labels that reinforce public images in accordance with audience perceptions.

Verbal Process

Verbal process relates to speaking or conveying messages. This type appeared 11 times (11.96%) and was often used to quote statements made by public figures.

Representative examples:

Produser film merah putih one for all klarifikasi terkait dana produksi 6,7 miliar.

Table 5: H23 Transitivity analysis

Sayer	Process (Verbal)	Verbiage
Produser film merah putih one for all	klarifikasi	terkait dana produksi 6,7 miliar.
The producer of Merah Putih One for All	clarifies	the 6.7-billion production fund issue

The word “klarifikasi” refers to informative and defensive speech acts. *@jakarta.keras* often uses verbal processes as a means of legitimizing news through direct statements from sources. Ideologically, the use of this process confirms that *@jakarta.keras* seeks to build credibility through quotations and direct statements, even though they are packaged in a concise and simple form. This shows how *@jakarta.keras* combines a credible journalistic writing style with daily conversational style in a single narrative.

Existential Process

The existential process was only found twice (2.17%), indicating the existence of a phenomenon that is considered extraordinary or noteworthy.

Representative example:

Fenomena langka! Ada hujan es di cikini, Jakarta Pusat

Table 6: Transitivity analysis

Process (Existential)	Participant	Circumstance (Place)
Ada	hujan es	di Cikini, Jakarta Pusat
There is	hail	falling in Cikini, Central Jakarta

The word “ada” indicates the existence of an unusual phenomenon. Headlines like this are used to attract readers' attention with novelty framing, emphasizing uniqueness and rare events. The ideational meaning of this process shows that *@jakarta.keras* constructs its headlines into an unexpected and surprising social space. Rare phenomena are positioned as evidence of the dynamics of social life.

Based on the results of transitivity analysis in *@jakarta.keras* headlines, material processes occupy a dominant position with the highest percentage, indicating a tendency for headlines to focus on concrete actions and factual events that describe social realities in society. Relational and mental processes are also widely used to present emotional and evaluative aspects that display opinions, attitudes, and social assessments of certain figures or situations. In addition, in constructing headlines, *@jakarta.keras* chooses certain types of processes to create specific meanings. The material process is used to form a news framework that is oriented towards action and dramatic atmosphere, while the mental and relational processes reinforce the emotional side and the community's assessment of figures

or phenomena. The verbal process serves to provide legitimacy through the inclusion of figures' statements, while the existential processes enrich the headline with unique events. Interestingly, no behavioral process was found in the data. This indicates that the headlines of *@jakarta.keras* tend to focus on observable actions and emotions rather than physiological or psychological behaviors.

Based on that result, it can be concluded that language in headlines does not only serve to convey information. Headlines can also construct social reality. This is in line with the study conducted by Lubis & Bowo (2023), which confirms that language serves a function as an ideological tool that reflects society's view of reality.

CONCLUSION

Analysis of the headlines on the *@jakarta.keras* Instagram account shows that the five types of transitivity processes, namely material, mental, relational, verbal, behavioral, and existential, are used with varying frequencies. The material process dominates, indicating that the headlines are oriented towards concrete actions and factual events that describe the social dynamics of urban society. Meanwhile, mental and relational processes reveal elements of emotion and social judgment, while verbal and existential processes add dimensions of legitimacy, human expression, and uniqueness to events.

These findings show that *@jakarta.keras* constructs its headlines through the strategic selection of language processes to create specific meanings and effects. This pattern results in an action-centric, emotional, and evaluative style of reporting, which not only attracts readers' attention but also shapes the image of Jakarta as a dynamic, tough city full of social surprises. The language in the headlines serves not only to convey information but also to construct a social reality that reflects the media's ideology, values, and perspective on the social life of the community.

On the other hand, the dominance of material process in the headlines of *@jakarta.keras* shows that this account constructs meaning through words that are familiar to the daily lives of Jakarta residents. The choice of words and phrases such

as spill, gak ekspek, and kasih tau reflects a style of language that is familiar to readers. By using public-consuming vocabulary, *@jakarta.keras* is positioned as a reader-friendly and easily accessible media outlet. This shows that the use of material process not only describes concrete actions, but also serves as a strategy to create closeness with its readers.

In addition, the casual and easy-to-understand style of language has also made the *@jakarta.keras* account popular among Gen Z. This style makes the news feel more relaxed yet still informative, even for sensitive issues such as politics. Gen Z, who tend to like things that are instant, relevant, and not too formal, find it easier to understand the information presented. As a result, the use of communicative and “friendly” language also makes *@jakarta.keras* not just an information platform but also a medium that reflects how today's youth communicate.

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